



County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA
Chief Executive Officer

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Third District

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Fifth District

April 29, 2013

To: Supervisor Mark Ridley-Thomas, Chairman
Supervisor Gloria Molina
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer

A handwritten signature in black ink, appearing to read "W. T. Fujioka", is written over the printed name and title.

STATUS REPORT - GRAND PARK (ITEM NO. 16, AGENDA OF APRIL 2, 2013 AND ITEM NO. 75, AGENDA OF APRIL 30, 2013)

As requested by the Board on April 2, 2013, the Chief Executive Office (CEO) is providing a status report on the mitigations and suggestions for the Filming Rental Rates at Grand Park (Park).

On April 17, 2013, the CEO, with Park staff, met with Film LA and representatives of the Film Industry to discuss how to augment the proposed filming rental rates presented at the April 2, 2013 Board meeting. The CEO suggested an additional 50 percent reduction from the proposed 12-hour rates on every other Monday (generally the slowest day for public use during the week) subject to availability of programming and public usage during the summer months. Further, discussion on the rates led to clarification of the four-hour day small film shoots, Park hours of operation, and how film shoots operate.

Feedback from the Film Industry indicated that the proposed rates continue to be cost prohibitive, and \$6,400 for the use of the whole park would be an acceptable rate. There was no support to the CEO's suggestion for the additional 50 percent reduction for every other Monday.

"To Enrich Lives Through Effective And Caring Service"

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Each Supervisor
April 29, 2013
Page 2

The CEO reiterated to the Film Industry that the CEO and Park staff will monitor filming activity at the Park in accordance with Board letter language to review rental activity and report back in six months, and review and revise, as needed, the filming and event rental rates.

If you have any questions regarding this status report, you may contact Ms. Dawn McDivitt at (213) 974-2620.

WTF:RLR:DJT
DKM:CF:zu

c: Executive Office, Board of Supervisors
County Counsel
Performing Arts Center of Los Angeles County